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ABSTRACT

In order to determine why course enrollments in the SUN (State University of Nebraska) program, which is the University of Mid-America's course delivery system in Nebraska, were markedly lower than expected over a two-year period, a telephone survey with a stratified sample of approximately 1,200 adults was conducted. The survey questions provided data on awareness of the SUN program, level of nonenrolled participation in SUN courses, and intentions of interested adults to enroll in SUN courses. General findings, findings related to specific adult characteristics, and conclusions and implications were reported. A few of the specific findings which relate to adult characteristics were the following: familiarity with SUN, watching SUN course TV programs and/or reading SUN course newspaper articles (nonenrolled learners), and positive intentions to enroll in SUN courses (which intentions were most frequently reported by those twenty-five to forty-four years old, those earning over $15,000, and those with more than a high school education). It was suggested that lack of program awareness, real or perceived enrollment barriers, limited number of courses, tuition and materials costs, etc., could be causing the discrepancy between expected and actual program enrollment. (CSS)

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A STATEWIDE SURVEY OF ADULT LEARNERS: PROGRAM AWARENESS, NONENROLLED PARTICIPANTS AND INTENTION TO ENROLL

Technical Report No. 2

Office of Research

CE 018 116

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May, 1977

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A STATEWIDE SURVEY OF ADULT LEARNERS:
PROGRAM AWARENESS, NONENROLLED PARTICIPANTS AND INTENTION TO ENROLL

Abstract

During the early development of the University of Mid-America (UMA), market surveys indicated a certain level of potential adult enrollment in course offerings could be anticipated. Actual enrollments in courses offered through SUN (The UMA course delivery system in Nebraska) were, over a two-year period, markedly lower than expected.

In order to address the question of disparity between expected and actual enrollments in SUN courses, and to obtain current and reliable data regarding the market for and utilization of SUN courses, a statewide survey of Nebraska was undertaken in the Spring of 1976.

The survey was conducted by telephone with a stratified sample of nearly 1200 adults selected to represent the statewide adult population in terms of sex, age and geographic location. The survey instrument included a series of questions designed to provide data relating to three areas of interest: 1) Awareness of the SUN program; 2) Level of nonenrolled participation in SUN courses; and 3) Intentions of interested adults to enroll in SUN courses.

The following general findings resulted from the SRI statewide survey.

Program Awareness

- When asked if "familiar with the SUN program of the University of Nebraska", 28% of the sample replied "yes".
- When those identifying the SUN name were then asked to describe the program, over 90% provided at least one apt descriptor and over 50% provided two or more descriptors.
- 23% of those identifying SUN by name (7% of the total sample) volunteered the three descriptors specified by UMA beforehand as indicating "sufficient" knowledge about SUN.
- 40% of all respondents who had not provided a "sufficient" description of SUN (38% of total sample) indicated that they were familiar with SUN when read a description of it.
- When the 44% of the sample deemed familiar with SUN were asked how they had learned about SUN, the following were the principal sources mentioned in multiple responses: Newspaper news article-30%; Print ad-28%; SUN course newspaper article-21%; SUN course TV program-19%; TV ad-16%; Family/friend-16%; SUN brochure-7%; other source-18%. (42% of this group named two or more sources.)

Nonenrolled Learners

- Over 9% of the sample gave reliable indication that they had watched one or more 30-minute SUN course TV programs, and 3% reported watching more than five programs. Course programs mentioned most frequently were: Freehand Sketching (2.8% of the sample) and Accounting (2.3%).
- Nearly 14% of the sample indicated reliably that they had read one or more SUN course newspaper articles, and 6% reported reading more than five articles. Course articles mentioned most frequently were: Introductory Psychology (3.8%) and Accounting (3.7%).

Intention to Enroll

- When asked their level of interest in the SUN program, 48% of the sample indicated a positive interest. Six percent said they had "high" interest, 25% "moderate" and 17% "low".
- When those expressing positive interest in SUN were asked whether their interest would result in future enrollment in a SUN course, 38% (18% of the total sample) replied affirmitively. Of the total sample, 2% indicated definite intentions to enroll and 16% thought their enrollment probable.

The following is a summary of important findings in relating specific characteristics of adults in the sample to question responses and in analyzing response interrelationships. (These findings are reported in relation to respondent proportions within each characteristic for the total sample.)

Program Awareness

- Familiarity with SUN was reported much more frequently by those 25-44, those earning over $15,000 and those with some college. It was reported much less frequently by those 65 and older, those earning less than $7,000 and those with a high school education or less.
- Education level was the clearest discriminating variable between those familiar with SUN and those not.
- Positive intentions to enroll in a SUN course were reported much more often by those already familiar with SUN.

Nonenrolled Learners

- Watching SUN course TV programs and/or reading SUN course newspaper articles was proportionally greater among females, those 25-44, those earning over $15,000 and those having more than a high school education.
- Those 65 and older, persons earning under $7,000, and those with a high school education or less were less likely to have watched or read SUN course mass media components.
- Those who had watched or read SUN course components indicated a positive intention to enroll in SUN courses much more frequently than did those who had not.

Intention to Enroll

- Positive intentions to enroll in SUN courses were more frequently reported by females, those 25-44, persons earning over $15,000 and those with more than a high school education. Those least likely to consider enrollment were males, those 45 and over, persons making less than $7,000 and those with a high school education or less.

- The characteristics of those reporting a positive intention to enroll in SUN courses in the future closely paralleled the characteristics of actual SUN enrollees to date. The prospective enrollees were, however, more likely to earn higher salaries, to live in urban areas and to have more education.

The following conclusions and implications for SUN can be drawn from the study, extending sample response percentages to the state adult population. (Statewide numbers reported represent the lower limit of a .95 confidence interval for the population proportion.)

Program Awareness

- Over a quarter million adults across the state would report familiarity with the SUN name if asked about it.
- Nearly 60,000 Nebraska adults could, if asked, describe SUN in terms of the three principal characteristics of the program. In addition, about 375,000 would indicate familiarity with SUN when given that three-fold description of it.
- From among those adults across the state who are familiar with SUN, each of the following would be reported as a principal source of information about SUN by at least the number indicated:

News Article	-125,000	Course Television Program	-75,000
News Ad	-115,000	ETV Ad	-60,000
Course Newspaper Article	- 85,000	Family or Friend	-60,000
		SUN Brochure	-25,000

Nonenrolled Learners

- At least 85,000 adults statewide have watched one or more 30-minute SUN TV programs, and a minimum of 25,000 have watched more than five programs. At least 10,000 have watched ten programs or more.
- At least 125,000 adults in Nebraska have read one or more SUN course newspaper articles, and a minimum of 46,000 have read more than five articles. At least 21,000 have read ten articles or more.
- 21,000 or more have watched programs from Freehand Sketching and at least 17,000 from Accounting I and II.
- A minimum of 30,000 in each case have read newspaper articles from Introductory Psychology and Accounting I and II.

Intention to Enroll

- Over 150,000 adults in Nebraska would, if asked and if made aware of the nature of the SUN program, indicate an interest in enrolling in a SUN course. At least 15,000 would indicate that they definitely plan to enroll some time.

Some possible reasons for the discrepancy between actual SUN enrollees and the much larger number of prospective enrollees revealed in this study might be the following (together with some implications drawn from them):

1. Large segments of the population (and therefore of the potential enrolled learner group) are not yet aware of SUN or fully apprised of how to enroll. Awareness of the program has been shown in this study to be a key factor in enrollment intentions.
2. It must be recognized that real or perceived barriers will prevent many who make sincere declarations of intention to enroll in SUN from actually enrolling. Improved procedures should be devised for permitting the reliable estimation of future enrollments on the basis of self reported intentions to enroll.
3. The limited number of courses available to date may severely restrict total enrollments. SUN or any delivery system must offer courses sufficient in number and nature to satisfy a broad spectrum of potential enrollee needs.
4. Tuition and materials costs may discourage or prohibit course enrollment for many. Serious consideration must be given to devising ways to provide a variety of options regarding costs to enrollees so that each potential enrollee can find a happy mix between educational need and financial resources available.
5. Potential enrollees may be discouraged from doing so because an external degree program is not now available through SUN itself.
6. Many potential enrollees may in fact be satisfied that they are meeting all or most of their educational needs and interests simply by watching the TV programs and/or reading newspaper articles connected with a course or courses. Because these non-enrolled learners are (as this survey shows) more likely to consider enrollment than are other adults, efforts should be made to identify these nonenrolled participants and to provide encouragement for and help in enrollment.
7. Insufficient time has passed for SUN to reach its full enrollment potential. All other things being equal, time alone may bring about a narrowing of the gap between actual and prospective SUN enrollees.

INTRODUCTION

During the early development stages of the State University of Nebraska (SUN) program of the University of Nebraska, three market or clientele studies were conducted.[1] The main purpose of these market studies was to determine the extent of interest in enrolling in the SUN program, should it become a reality. A secondary purpose of the market studies was to identify courses in which adults would enroll. The findings from these early market surveys indicated a conservative projected enrollment of 2% of the adult population of Nebraska (or about 20,000), with desired offerings including both credit and non-credit courses across the variety of disciplines in the sciences, arts and humanities. Psychology and Accounting were two courses which appeared near the top of each survey. The surveys did not gather wholly comparable data about the specific characteristics of adults interested in enrolling. It appeared that women in their late 30's or early 40's would be a primary audience; however, the interested population cut across all age groups, communities of residence and educational aspirations.

SUN became operational in Fall 1974 and since then, data has been collected to describe the adults who actually enroll in the SUN program. While the characteristics of adults who have enrolled in the SUN program vary by the type of course enrolled in, a fairly stable learner profile has emerged.

> The average age of the learner is 37 years and approximately 75% are women. The median income of learners is approximately $11,000. The percent of learners who live in farms, ranches, small towns and cities follow the general population pattern. About half of the learners have taken some college course

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[1] Ross et al. (1972), Central Surveys, Inc. (1973), and Flinn (1973).

> work and half have not. Approximately 50% of the learners have not participated in a formal educational experience during the five years previous to SUN enrollment. Career improvement and personal satisfaction goals are most often cited by learners as the most important reasons for enrolling. Approximately two-thirds of all enrollees hope to eventually obtain an academic degree at the undergraduate or graduate level (Bryan and Forman, 1976, p.4).

The above profile represents about 2,500 individuals who enrolled in the SUN program during its first two years of limited operation. The number of adults who have thus far enrolled in the SUN program is far below the projected enrollment of approximately 20,000. In addition, those who have enrolled in SUN courses appear, according to their characteristics, to represent a relatively small segment of the State's adult population. These observations lead to three major questions, namely:

1. What is the extent of awareness about the SUN program among the State's adult population? What do adults know about the SUN program, and how have they come to know about it? If availability of the program is not recognized by adults, then it can be expected that participation will be less than what was projected. Also, what adults know about the program may not be sufficient to motivate enrollment in it. The sources by which adults have come to know about the program may be a clue as to what kinds of people can be reached (or not reached) through specific promotional media.
2. How many and what kinds of adults are participating in the SUN program without enrolling in it? The reasons for asking this question are twofold. First, some SUN course components are carried through the public media of television programs and newspaper articles. Adults who might otherwise

enroll in a course may be meeting their needs or interests in the course by watching the course television programs or reading the course newspaper articles without enrolling. Second, it is important to begin to document the number and kinds of adults who are receiving instruction without enrolling; persons who can be referred to as "nonenrolled learners".

3. Now that the SUN program is available, what are the numbers and characteristics of adults who are likely to enroll? Prior SUN market surveys were undertaken with reference to a theoretical program which might become available. An estimated 2% of the adult population stated that they likely would enroll in the program should it become available. Actual enrollments during the first two years of program operation were far below the expected enrollment levels. One possible explanation for the discrepancy between actual and anticipated enrollment levels is the form which the SUN program has taken compared with the form which was described to adults before implementation.[2] Given that the SUN program is now a reality with recognizable characteristics, it is important to determine the extent enrollment is likely to occur among the adult population and the characteristics of those who report definite intentions to enroll at some future date. These data could serve as a basis for comparing the characteristics of (a) adults

[2]Several alternative explanations for this discrepancy between actual and anticipated enrollments will be discussed in the Epilogue to this paper.

who have actually enrolled in the SUN program, (b) adults who report a definite intention to enroll in the SUN program, and (c) adults who are not interested in enrolling in the SUN program.

PROCEDURES

With these three principal questions in mind, University of Mid-America (UMA) staff in the Office of Research contracted with Selection Research, Inc. (SRI) to do a survey representative of the Nebraska adult population. UMA, being a research and development consortium in which the University of Nebraska is a participating institution, was interested in helping SUN find answers to these questions as well as to draw implications for other adult and continuing education programs in states of the UMA region.[3] SRI is an independent survey firm (located in Lincoln, Nebraska) which conducts periodic telephone interviews with selected segments of the state population. A cadre of trained interviewers located throughout the state of Nebraska are employed by SRI to carry out the contracted surveys. The set of questions to be asked of a representative sample of adults in the State was developed by UMA staff, pilot tested by SRI, and finalized by UMA staff for administration. A copy of the interview schedule is included as attachment A.

The statewide survey was conducted between April 19, 1976, and May 10, 1976. A sample of nearly 1200 persons 18 and older was randomly selected within the statifications of sex, age, and geographic region. The sample, therefore, was drawn to be proportional on a regional basis and represenative of sex and age within each region. Population projections published by the Nebraska State

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[3]At the present time, the UMA region is defined as encompassing the states of Nebraska, Iowa, Missouri, Kansas, South Dakota and Minnesota. Other states are presently considering joining the consortium.

Office of Planning and Programming for 1975 were used in selecting a representative sample of adults. The Nebraska adult population projections for 1975 are shown in Table 1 and Table 2, according to sex by region and age by region, respectively. Figure 1 shows the six regions identified for the state and the projected growth rate between 1970-75 for each county within a region.

The SRI guidelines for drawing a representative sample of adults included a 1% or less margin of difference between the distribution of selected population characteristics and sample characteristics. Table 3 shows the population and sample characteristics for sex, age, and region. For each of these three characteristics, the distribution within the population and sample is within one percent margin of difference. Population characteristics were not available for family income, place of residence, or education level.

TABLE 1

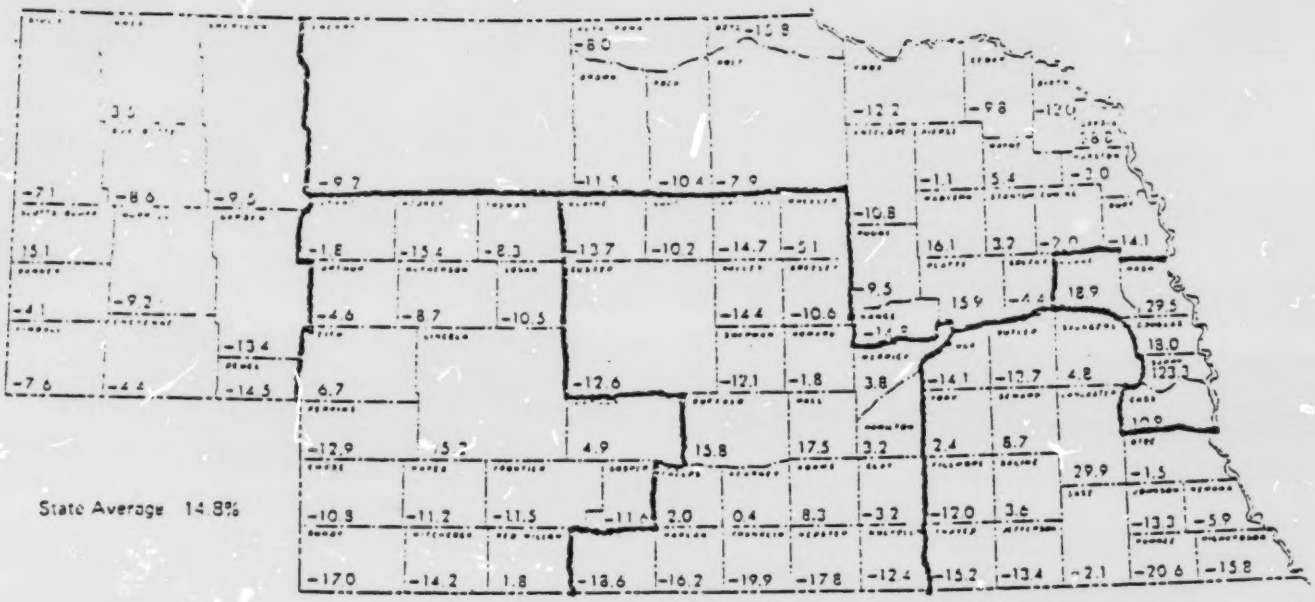
Nebraska Population Projections
by Sex and Region

REGION	SEX		
	Male	Female	Total
I. Western	31,617	33,597	65,214
II. Southwestern	32,341	35,051	67,392
III. South Central	72,070	79,086	151,156
IV. Northeastern	68,966	74,459	143,425
V. Southeastern	122,080	130,526	252,606
VI. Eastern	179,862	197,213	377,075
STATE TOTAL	506,936	549,932	1,056,868

TABLE 2

Nebraska Population Projections
by Age and Region

REGION	AGE				
	18-24	25-44	45-64	65+	Total
I. Western	12,372	20,886	19,815	12,141	65,214
II. Southwestern	11,058	21,395	21,300	13,639	67,392
III. South Central	27,524	46,726	44,474	32,432	151,156
IV. Northeastern	25,162	44,185	43,698	30,380	143,425
V. Southeastern	54,177	84,901	67,446	46,082	252,606
VI. Eastern	77,421	147,923	100,897	50,834	377,075
STATE TOTAL	207,714	366,016	297,630	185,508	1,056,868



Region I	Region II	Region III	Region IV	Region V	Region VI
Sioux	Grant	Blaine	Cherry	Polk	Dodge
Scottsbluff	Arthur	Loup	Keya Paha	York	Washington
Banner	Keith	Garfield	Boyd	Fillmore	Douglas
Kimball	Perkins	Wheeler	Brown	Thayer	Sarpy
Dawes	Chase	Custer	Rock	Butler	Cass
Box Butte	Dundy	Valley	Holt	Seward	
Morrill	Hooker	Greeley	Knox	Saline	
Cheyenne	McPherson	Sherman	Cedar	Jefferson	
Sheridan	Lincoln	Howard	Dixon	Saunders	
Gordon	Hayes	Buffalo	Antelope	Lancaster	
Deuel	Hitchcock	Hall	Pierce	Gage	
	Thomas	Merrick	Wayne	Otoe	
	Logan	Hamilton	Dakota	Johnson	
	Dawson	Phelps	Thurston	Pawnee	
	Frontier	Kearney	Madison	Nemaha	
	Red Willow	Adams	Stanton	Richardson	
	Gosper	Clay	Cumming		
		Furnas	Burt		
		Harlan	Boone		
		Franklin	Nance		
		Webster	Platte		
		Nuckolls	Colfax		

Figure 1. Six geographical regions of the state of Nebraska identified by counties and projected growth rates between 1970-75.

TABLE 3

SAMPLE AND ADULT POPULATION CHARACTERISTICS

		SAMPLE (N=1,164)	ADULT POPULATION (N=1,056,868)
SEX:	Male	47%	48%
	Female	53%	52%
AGE:	18-24	19%	20%
	25-44	36%	35%
	45-64	28%	28%
	65/Over	17%	17%
REGION:	I. Western	6%	6%
	II. Southwestern	6%	6%
	III. South Central	14%	14%
	IV. Northwestern	14%	14%
	V. Southeastern	24%	24%
	VI. Eastern	36%	36%
FAMILY INCOME*:	Under $7,000	23%	
	$7,000 - $15,000	47%	
	Over $15,000	30%	
RESIDENCE:	Rural (under 2,000)	22%	
	Urban (2,000 or more)	78%	
EDUCATION:	Less than H.S. Graduate	18%	
	High School Graduate	35%	
	1-4 Years College	31%	
	4-Year College Degree	9%	
	Graduate Study-Degree	7%	

*Income was not volunteered by 3.5% of the total sample.

FINDINGS OF STATEWIDE SURVEY

Results from the statewide survey are summarized below under the three major question areas of program awareness, nonenrolled learners and intention to enroll.

PROGRAM AWARENESS:

The responses obtained from the sample regarding the program awareness questions are presented in Figure 2. The interviewer inquiry designed to assess the familiarity of the SUN program among the adult population, involved several parts. First, in order to obtain a measure of familiarity with the SUN name, each sample member was asked if he or she was familiar with the SUN program of the University of Nebraska (Item 1). About 28% of the sample, or 332 persons, reported that they knew about the SUN program. Next, in order to determind more accurately the degree of familiarity with SUN, the 332 persons who said they were familiar with the SUN name were asked what they knew about the program (Item 1A). As indicated below, 638 responses were obtained during this inquiry in which interviewers probed for multiple responses.

143 persons named 1 descriptor of the program	= 143	
55 persons named 2 descriptors of the program	= 110	
103 persons named 3 descriptors of the program	= 309	
19 persons named 4 descriptors of the program	= 76	
12 persons could not name any descriptors	= 0	
332 respondents	638	responses

The most frequently mentioned descriptor of the SUN program was "courses for adults at home", mentioned by 186 persons or 56% of those who said they

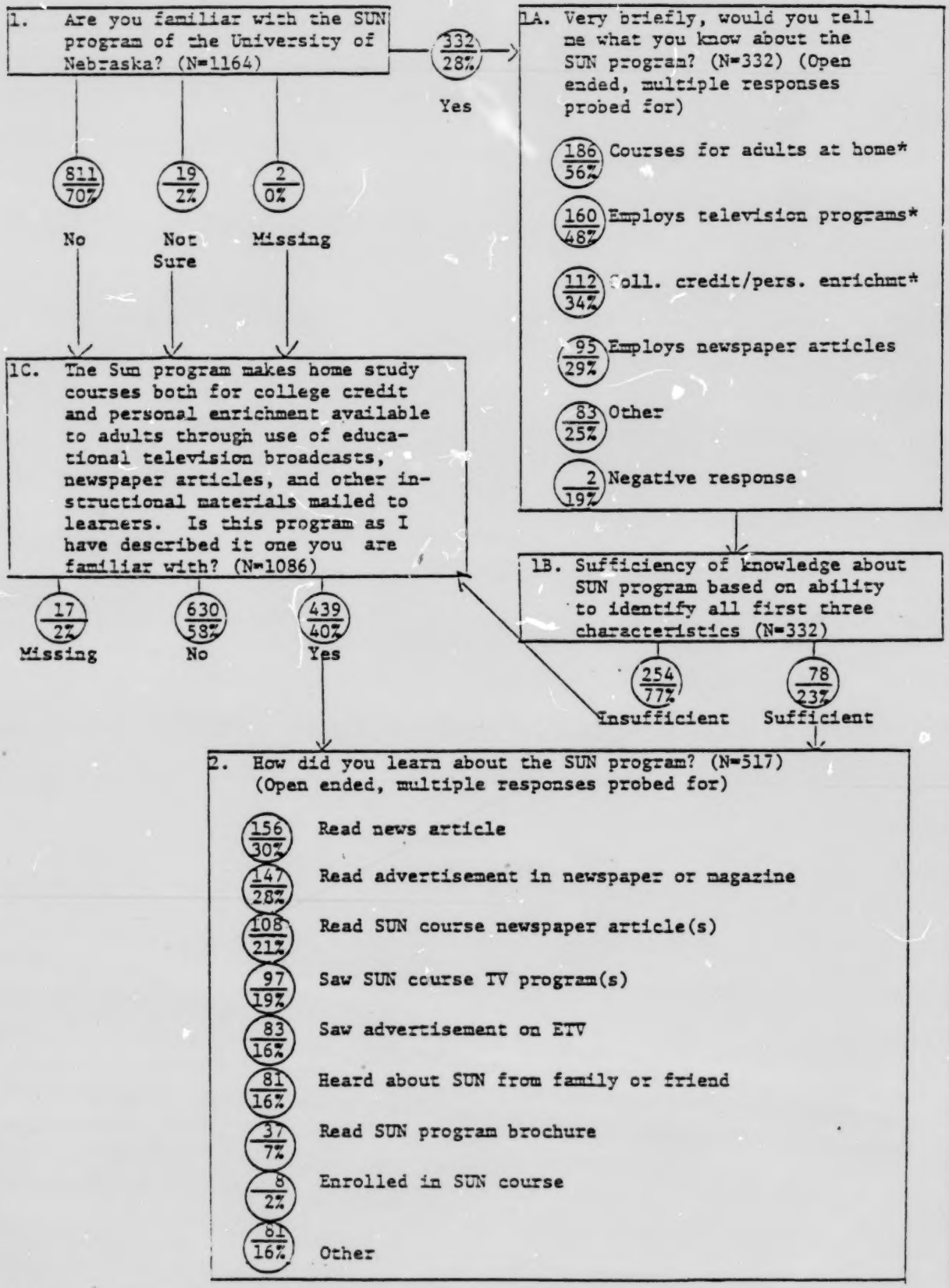

1. Are you familiar with the SUN program of the University of Nebraska? (N=1164)
332 28% Yes
811 70% No
19 2% Not Sure
2 0% Missing
1A. Very briefly, would you tell me what you know about the SUN program? (N=332) (Open ended, multiple responses probed for)
186 56% Courses for adults at home*
160 48% Employs television programs*
112 34% Coll. credit/pers. enrichmt*
95 29% Employs newspaper articles
83 25% Other
2 19% Negative response
1C. The Sun program makes home study courses both for college credit and personal enrichment available to adults through use of educational television broadcasts, newspaper articles, and other instructional materials mailed to learners. Is this program as I have described it one you are familiar with? (N=1086)
17 2% Missing
630 58% No
439 40% Yes
1B. Sufficiency of knowledge about SUN program based on ability to identify all first three characteristics (N=332)
254 77% Insufficient
78 23% Sufficient
2. How did you learn about the SUN program? (N=517) (Open ended, multiple responses probed for)
156 30% Read news article
147 28% Read advertisement in newspaper or magazine
108 21% Read SUN course newspaper article(s)
97 19% Saw SUN course TV program(s)
83 16% Saw advertisement on ETV
81 16% Heard about SUN from family or friend
37 7% Read SUN program brochure
8 2% Enrolled in SUN course
81 16% Other

Figure 2. Responses obtained to program awareness questions.

knew about the program. In descending order, the remaining most frequently cited program characteristics were "employs television programs" (160 or 48%), courses for "college credit or personal enrichment" (112 or 34%), and "employs newspaper articles" (95 or 29%). Two persons responded with negative views of the SUN program without identifying specific program descriptors.

The remaining responses (83 or 25%) included the following:

Just heard the name
Heard of it when I attended UN
Correspondence course only type of its kind in U.S.
Student originally
It's at the Hiram Scott College - on tape or video
Flyer I got at UN
Branch office at Scotts
Heard might use Pershing College
My boy took courses through SUN
They put a paper out
People work at their own speed
Brush up courses
Extension courses
East campus
Enrolled in Acct. I
Helped evaluate courses
Student Organization
Consumers' tip for people
Sort of like extension
A director at KSU that works with the program
Education type programs
Neighbor takes it
Something about the mentally retarded
Wife took course
The way they raise money

As stipulated by UMA in the inquiry protocol, the interviewers made a judgment as to the sufficiency of the respondent's knowledge about the SUN program. 'Sufficient knowledge' was defined as the naming of all three of these characteristics of the SUN program: courses for adults at home, employs television programs, and courses for college credit or personal enrichment. Although this definition of 'sufficient knowledge' is arbitrary, it does provide one indication of the depth of knowledge among adults who report familiarity with the SUN program name. Seventy-eight persons, or 23% of those who said they knew about SUN, named all three of these characteristics.

The remaining 254 persons who were judged to have insufficient knowledge of the SUN program and the 832 persons who could not identify the SUN name, were read a description of the SUN program. This description appears in Item 1C, Figure 2. Following the description, these persons were asked if they were familiar with the program as described. About 40% of these respondents (439 persons) said they were familiar with the program after the description was read. In all, 517 respondents (78 who had sufficient knowledge of the program without a description and 439 who reported familiarity after a program description) were identified as knowing about the SUN program. These figures indicate that about 44% of the sample report familiarity with the SUN program, but only about 7% could identify three major characteristics of the program without an aided description.

When the 517 persons who were deemed familiar with the SUN program were asked how they had learned about the SUN program (Item 2), 798 responses regarding sources of information were reported, as indicated below.

300 persons named 1 source	= 300
153 persons named 2 sources	= 306
64 persons named 3 sources	= 192
517 respondents	798 responses

The most frequently cited sources for learning about the SUN program were newspapers, with 156 persons (30%) learning about SUN through a news article, 147 persons (28%) learning about SUN through a newspaper advertisement, and 108 persons (21%) learning about SUN through reading a course newspaper article. About 19% (97 persons) learned about SUN through a course television program, and 16% (83 persons) saw an advertisement on the Nebraska Educational Television Network. Eighty-one persons (16%) heard about SUN from a family member or

friend, thirty-seven persons (7%) learned about SUN through reading a SUN program brochure, and 8 persons (2%) enrolled in a SUN course. The remaining 16% (81 persons) learned about SUN through other sources including:

Radio and news
Through public school system
On campus
Received letter about SUN in mail
Ad on Channel 10
From interviewer
Alumni letter
Heard a lecture on it
Wrote and inquired about it
Contribute to ETV
My mother took a course
Through son
Through unions
Neighbor is taking a course
Helped start the program
Through office
Took TV course similar to SUN
Worked for State Highway Dept. and they got me the information

To summarize the data regarding familiarity with the SUN program; 28% indicated familiarity with the SUN name, 7% were able to provide a sufficient description of SUN, and 40% of the total sample reported knowing about the SUN program after hearing a description of it. The two most frequently mentioned characteristics of the SUN program were "courses for adults at home" and "employs television programs". Newspapers were the primary sources reported for learning about the SUN program.

NONENROLLED LEARNERS:

While instructional packages mailed to learners' homes are available only to course enrollees, two course components are carried through the public media. Course television programs are broadcast over the Nebraska Statewide Educational Television Network and course newspaper articles are carried in Sunday editions of several newspapers across the state. To what extent are the SUN course television programs watched and SUN course newspaper articles read by adults

who do not enroll in SUN courses? Figure 3 presents a summary of responses to this question.

About 88% of the total sample did not watch any SUN course television programs (Item 3). Nine percent of the total sample reported watching one to five 30-minute SUN course television programs, 2% reported watching 6-10 programs, and 1% reported watching more than 10 programs.

The portion of the total sample which reported reading SUN course newspaper articles was 16% (Item 4). Ten percent of the total sample reported that they had read 1-5 articles, three percent reported reading 6-10 articles, and 3% reporting reading more than 10 articles.

Each person who reported watching a SUN television program or reading a course newspaper article was asked to identify the particular course or courses involved. Table 4 summarizes the number of individuals who reported watching one or more television programs or reading one or more newspaper articles for particular courses. The percent of "nonenrolled learners" in the total sample is given for each course for both the television programs and newspaper articles. For example, it was found that 33 persons reported watching one or more 30-minute Freehand Sketching television programs. This represents 2.8% of the total sample of 1164. Overall, 12% of the sample reported viewing SUN course television programs. However, 2.6% could not name the course to which the programs belonged or named a course which could not be related to a SUN course. Therefore, 9.4% of the total sample probably is a more accurate indicator of the proportion of SUN course television program viewers. Likewise, although 16.2% overall reported reading SUN course articles, 2.6% of the total sample could not name the SUN course of which the newspaper articles were a component or named a course which could not be related to a SUN course. Thus, a more accurate indicator of the proportion of course newspaper article readers would be 13.6% of the total sample.

3. How many 30-minute SUN course television programs have you seen? (N=1164)

1024 / 88%	0 Programs
99 / 9%	1-5 Programs
24 / 2%	6-10 Programs
17 / 1%	More than 10 Programs

4. How many SUN course newspaper articles have you read? (N=1164)

975 / 84%	0 Articles
120 / 10%	1-5 Articles
38 / 3%	6-10 Articles
31 / 3%	More than 10 Articles

Figure 3. Categorized responses to questions about the public media components of SUN courses.

TABLE 4

NUMBER AND PERCENT* OF NONENROLLED

LEARNERS BY MEDIA AND COURSE**

	COURSE TELEVISION PROGRAM WATCHERS		COURSE NEWSPAPER ARTICLE READERS	
SUN COURSE	N	% of Total Sample	N	% of Total Sample
Freehand Sketching	33	2.8%	22	1.9%
Accounting	27	2.3%	43	3.7%
Psychology	21	1.8%	44	3.8%
Learning Disabilities	13	1.1%	24	2.1%
The American Economy	8	.7%	5	.4%
Writing for a Reason	5	.4%	3	.3%
Making it Count (Computer Science)	2	.2%	2	.2%
The Consumer Experience	1	.1%	1	.1%
Nebraska History	NO	TELEVISION	14	1.2%
Don't Know	10	.9%	19	1.6%
Title Other Than SUN Course	20	1.7%	12	1.0%
TOTALS	140	12.0%	189	16.3%

*Rounded to the nearest tenth of a percent.

**It should be noted that while SUN TV programs can be seen virtually throughout the entire state, SUN course newspaper articles appear only in a limited number of papers (only one of which is statewide).

INTENTION TO ENROLL:

The last survey questions asked of respondents dealt with level of interest in the SUN program and whether interest was likely to result in future enrollment in a SUN course. Responses to these two questions are presented in Figure 4.

Based on the total sample, about 48% of the respondents expressed some interest in the SUN program (Item 5A). Six percent of the total sample reported "high interest" in the SUN program, 25% reported "moderate interest", and 17% reported "low interest". Forty-eight percent reported no interest in the SUN program, while 3% did not know their extent of interest and 1% did not answer the question.

Those respondents expressing any degree of interest in SUN (555 or 48% of the total sample) were then asked if their extent of interest would, in their opinion, result in future enrollment in a SUN course. Of this number, 210 (38%) responded affirmatively and 336 (61%) negatively. Nine persons indicated they couldn't say. In terms of the entire sample, 2% indicated that they definitely planned to enroll in a SUN course; 16% thought they probably would enroll; 22% considered it unlikely that they would enroll; and 7% indicated they definitely would not. From these data, it may be said that about 55% of the sample members indicated no interest in the SUN program or at least no interest in enrolling in a SUN course. Two percent of the sample indicated strong interest in enrolling. Thirty-eight percent are borderline cases with respect to enrollment; 16% considering their enrollment probable and 22% indicating it improbable. The remaining 5% gave indeterminant or no response.

This, then, concludes a summary of the overall findings from the statewide survey. The summary indicates the tendencies of the overall group in

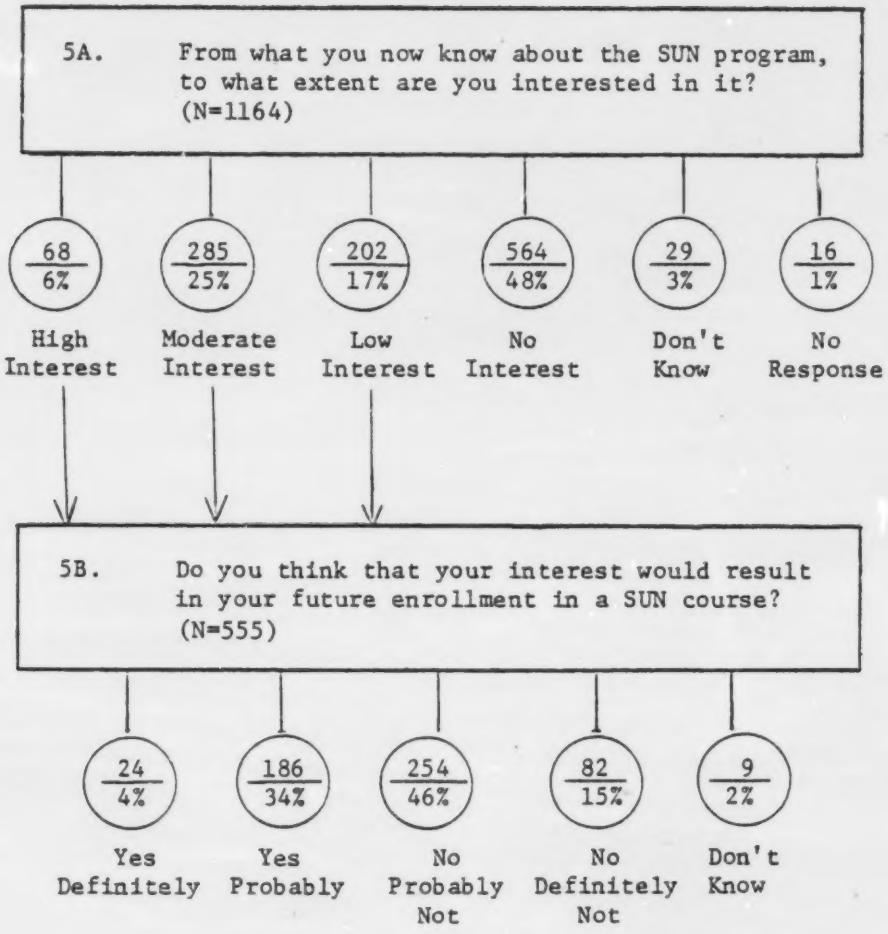


Figure 4. Responses to questions about level of interest and intention to enroll in a SUN course.

responding to questions relating to program awareness, nonenrolled learning (watching T.V. programs and/or reading newspaper articles), and intention to enroll. However, this summary of findings has not treated variations which can be found within response patterns. The next section will attempt to relate specific characteristics of adults in the sample to responses obtained in the survey, and to analyze pertinent interrelationships between the responses.

ANALYSIS OF THE FINDINGS

This section will present an analysis of the survey findings. Responses to questions in the survey will be analyzed with respect to the following personal and demographic characteristics: sex, age, income level, community size, and education level. As a further analysis, relationships between survey questions will be examined. The following questions will serve as guides for analyzing the findings of the survey:

PROGRAM AWARENESS

1. Are there differences between the characteristics of adults who know about SUN and adults who do not know about the program?
2. Are differences in what adults know about the SUN program related to specific demographic or personal characteristics?
3. Are differences in sources by which adults come to know about the SUN program related to specific characteristics?
4. Is what adults know about the SUN program related to particular sources which have informed them of the program?
5. Does prior knowledge of the SUN program affect the likelihood that adults will enroll in a SUN course?
6. Is what adults know about the SUN program related to enrollment intention?
7. Are adults more likely to enroll in a SUN course if they hear about the SUN program from a particular source?

NONENROLLED LEARNERS

8. Are there differences between the characteristics of adults who watch SUN course television programs or read SUN course newspaper articles and those who do not?
9. Are nonenrolled learners more likely to enroll in a SUN course than adults who have not watched SUN course television programs

or have not read course newspaper articles?

INTENTION TO ENROLL

10. Are there differences between the characteristics of adults who do and adults who do not intend to enroll in a SUN course?
11. To what extent do adults who intend to enroll in a SUN course differ from adults who have actually enrolled in the SUN program and adults in the State general population?

PROGRAM AWARENESS

Beginning with this section, a number of detailed analyses of the survey data will be reported. Many of the data analyses will be reported in tables, in order that the reader will have access to the full set of analyses. Some readers may not be concerned with the details in the tables. For these readers, brief summaries of highlights in the data will be reported in the text.

Adult familiarity with the SUN program. Two strategies were used in the telephone interviews to determine the extent of familiarity with the SUN program by Nebraska adults. The first strategy was designed principally to provide a measure of the degree of familiarity with the program with the program without the aid of any program description. This strategy consisted of two steps. All interviewees were first asked if they were familiar with the SUN program of the University of Nebraska. While responses to this question did provide a measure of name identification, its principal purpose was to provide an appropriate subsample for the next inquiry. Those responding "Yes" to the first question were then asked to indicate what they knew about the SUN program. The interviewers probed for multiple responses and listed up to four descriptors mentioned by respondents. It had been previously determined, somewhat arbitrarily, that a respondent would be deemed to have a sufficient level of knowledge about the SUN program if three particular descriptive elements of

the program were volunteered during the probing inquiry. These elements were: 1) that it concerned educational courses for adults taken in home settings; 2) that the courses offered were either for college credit or for personal enrichment; and 3) that the SUN courses generally involved the use of television programs. Twenty-eight percent (332) of the 1164 sample members responded "Yes" to the first question (SUN name identification). Seventy-eight persons (23% of the positive respondents and 7% of the entire sample) were considered to have "sufficient" knowledge of the SUN program on the basis of responses volunteered when they were asked what they knew about SUN.

The second strategy was designed to provide a measure of self-reported familiarity with the SUN program by adults in Nebraska when a description of the program was provided to respondents. This strategy was used with all those in the sample who either did not indicate familiarity with the SUN name or who, though, indicating familiarity with the name were unable to volunteer what was considered to be a sufficient description of the program. This strategy was thus used with 1086 respondents (including 832 not familiar with the SUN name and 254 having insufficient knowledge of the SUN program.) Of this number, 439 (38% of the whole sample) indicated, upon listening to a description of the major facets of the SUN program, that they <u>were</u> familiar with the program.

The net result of these two strategies was that a total of 517 respondents (44% of the sample) indicated familiarity with program; either by providing a sufficient description of it or by responding positively to the description when given. Table 5 is a summary of response data obtained from the use of these two inquiry strategies in relation to selected characteristics of the sample.

From the data shown in Table 5 that pertain to the first strategy described above for determining familiarity with the SUN program, the following findings

TABLE 5

ADULT FAMILIARITY WITH THE SUN PROGRAM

	UNAIDED (N=1164)				WITH DESCRIPTION (N=1069)		TOTAL SAMPLE (N=1164)
	IDENTIFY SUN NAME (N=1164)		SUFFICIENTLY DESCRIBE SUN (N=332)				
	NO/UNSURE (N=832)	YES (N=332)	NO (N=254)	YES (N=78)	NO (N=630)	YES (N=439)	
SEX:							
Male	47%	46%	48%	43%	48%	46%	47%
Female	53%	54%	52%	57%	52%	54%	53%
AGE:							
18-24	19%	19%	20%	17%	20%	19%	19%
25-44	33%	44%	39%	52%	33%	39%	36%
45-64	28%	28%	30%	23%	26%	31%	28%
65/over	20%	9%	10%	8%	21%	12%	17%
INCOME:							
Under $7,000	28%	11%	14%	4%	30%	15%	23%
$7,000-$15,000	48%	46%	45%	52%	47%	49%	47%
Over $15,000	24%	43%	41%	44%	23%	36%	30%
RESIDENCE:							
Rural	23%	20%	20%	21%	25%	19%	22%
Urban	77%	80%	80%	79%	75%	81%	78%
EDUCATION:							
Less Than	24%	5%	6%	1%	25%	12%	18%
H.S. Graduate	37%	29%	33%	16%	39%	32%	35%
1-4 Yrs. Coll.	28%	36%	33%	47%	26%	35%	31%
4-Yr. College Degree	7%	16%	17%	13%	6%	12%	9%
Graduate Study/ Degree	4%	15%	12%	23%	4%	10%	7%

are of note:

- Of those indicating familiarity with the SUN name, there was a markedly higher representation by those in the 25-44 age range, those earning over $15,000 and those with both undergraduate and graduate college experience.

- Respondents who did not indicate familiarity with the SUN name had a higher representation among the 65 and over age group, those earning less than $7,000 and those with only a high school education or less.

- Among those familiar with the SUN name, those who were able to provide a "sufficient" description of the SUN program had a higher representation by the 25-44 age group, those earning more than $7,000, those with 1-4 years of college and those with graduate school experience.

- Those who identified the SUN name but could not sufficiently describe the program included a higher representation of persons 45 to 64, those earning less than $7,000 and those with a high school education or less.

With respect to the second strategy for determining familiarity with SUN (i.e. the self-report of such familiarity when a description of the SUN program was provided) the following results are of note in examining the data in Table 5:

- Those who, when given a description, reported that they were familiar with SUN were more highly represented by persons 25-64 years old, those earning over $15,000, urban dwellers and persons having more than a high school education.

- Persons who could not identify SUN even with a given description had a higher representation of those 65 and older, persons earning under $7,000, rural dwellers, and those with only a high school diploma or less.

If one compares response data from the two groups in Table 5 representing the two ends of the 'familiarity with SUN' spectrum (i.e. those not recognizing SUN when a description is given at the 'less familiar' end and those providing a satisfactory description on their own at the 'more familiar' end) some interesting findings emerge relative to sample characteristics.

- Although there is a slight tendency for familiarity with SUN to be related to sex, it is not a marked relationship. Women are slightly more inclined to be familiar with SUN than are men.

- Those in the 25-44 age range are considerably more apt to be familiar with SUN than adults in other age groups. Adults 65 or older are much less apt to be familiar with the program.

- Adults familiar with SUN are markedly underrepresented by persons earning under $7,000 and nearly as markedly overrepresented by those earning over $15,000.

- There is a slight but not substantial tendency for familiarity with SUN to be related to one's place of residence. Those living in communities of 2,000 or more appear to be slightly more familiar with SUN than do rural persons.

- Education level is the clearest discriminating variable between those familiar with SUN and those not. Persons with less than a high school diploma are virtually unrepresented among those most familiar with SUN even though such persons made up 18% of the sample. Those with only a high school diploma are also markedly underrepresented among persons familiar with SUN, though not so dramatically. The opposite situation exists for all postsecondary education categories. Persons with some college, college degrees or graduate work are far more heavily represented among those most familiar with SUN. In the simpliest breakdown of the data, 17% of those most familiar with SUN had a high school diploma or less whereas the comparable figure of those most unfamiliar with SUN was 64%.

What adults know about the SUN program. Adults in the sample who reported they were familiar with the SUN name (28% of the total) were asked to describe what they know about the SUN program. Table 6 is a summary of descriptors of the SUN program which were categorized during the interview.

The most frequently mentioned descriptor of the SUN program was "courses for adults at home." This descriptor was proportionately overrepresented among the 25-44 age group, those with incomes over $15,000, and those with more than a high school diploma. Conversely, those 65 and older, those with incomes less than $7,000, and those with less than a college education were proportionately underrepresented in terms of this descriptor of the SUN program. These patterns of responses also were consistent for other descriptors of the SUN program, namely, "college credit or personal enrichment," "employs

TABLE 6

DESCRIPTORS OF SUN PROGRAM (N=332)

	N=186 COURSES FOR ADULTS AT HOME	N=112 COLL. CREDIT OR PERSONAL ENRICHMENT	N=160 EMPLOYS TV PROGRAMS	N=95 EMPLOYS NEWS PROGRAMS	N=83 OTHER	TOTAL SAMPLE
SEX:	N=183	N=112	N=160	N=95	N=83	N=1164
Male	85 (46%)	51 (46%)	76 (48%)	37 (39%)	31 (37%)	546 (47%)
Female	101 (54%)	61 (54%)	84 (52%)	58 (61%)	52 (63%)	618 (53%)
AGE:	N=183	N=112	N=159	N=95	N=83	N=1163
18-24	29 (16%)	23 (21%)	35 (22%)	20 (21%)	18 (22%)	226 (19%)
25-44	89 (49%)	54 (48%)	72 (45%)	41 (43%)	34 (41%)	420 (36%)
45-64	50 (27%)	24 (21%)	38 (24%)	30 (32%)	22 (27%)	321 (28%)
65/Over	15 (8%)	11 (10%)	14 (9%)	4 (4%)	9 (11%)	196 (17%)
INCOME:	N=178	N=109	N=156	N=91	N=82	N=1123
Under $7,000	13 (7%)	10 (9%)	14 (9%)	8 (9%)	7 (9%)	257 (23%)
$7,000-15,000	89 (50%)	52 (48%)	75 (48%)	42 (46%)	37 (45%)	533 (47%)
Over $15,000	76 (43%)	47 (43%)	67 (43%)	41 (45%)	38 (46%)	333 (30%)
RESIDENCE:	N=181	N=110	N=158	N=94	N=83	N=1160
Rural	30 (17%)	21 (19%)	31 (20%)	18 (19%)	23 (28%)	260 (22%)
Urban	151 (83%)	89 (81%)	127 (80%)	76 (81%)	60 (72%)	900 (78%)
EDUCATION:	N=183	N=112	N=160	N=95	N=83	N=1157
Less Than H.S.	6 (3%)	3 (3%)	6 (4%)	4 (4%)	6 (7%)	212 (18%)
H.S. Graduate	40 (22%)	22 (20%)	35 (22%)	23 (24%)	26 (31%)	403 (35%)
1-4 yrs. Coll.	70 (38%)	44 (39%)	61 (38%)	35 (37%)	31 (37%)	352 (30%)
4-yr. College Degree	34 (19%)	21 (19%)	25 (16%)	15 (16%)	10 (12%)	106 (9%)
Graduate Study/ Degree	33 (18%)	22 (20%)	33 (21%)	18 (19%)	10 (12%)	84 (7%)

television programs," and "employs newspaper articles." It was more likely, however, that a greater proportion of females would mention "employs newspaper articles" as a descriptor of SUN. Comparison of Tables 5 and 6 reveal that the pattern of characteristics for those familiar with the SUN name is closely paralleled by those who most frequently mentioned each of the four descriptors.

Sources of knowledge about the SUN program. The most frequently mentioned sources of information about the SUN program reported for those familiar with the program were newspapers. The largest number of respondents came to know about the SUN program either through a news article on SUN or a newspaper advertisement for the SUN program. The pattern of data presented in Table 7 is obvious upon inspection. Newspaper articles and ads are proportionately overrepresented as sources of knowledge about SUN for adults who were between the ages of 25 and 64, were in the over $15,000 income group, and who had more than a high school diploma. Those in the 18-24 and 65/over age groups, those earning under $7,000, and those with less than a college education are proportionately underrepresented among those mentioning newspaper articles and advertisements as sources for knowing about SUN. Two minor differences between the characteristics of those mentioning news articles and new advertisements were that women were more likely than men to mention news articles and that news ads were more frequently mentioned by adults located in urban areas. In addition to a general pattern of characteristics similar to that described above for those mentioning news articles and ads, the course newspaper component was mentioned as an information source more frequently by females, as were the course television programs. Proportionately, more males found out about SUN through ETV ads and the SUN brochure. Finally, the course television programs were a source of knowledge about SUN for proportionately more rural residents.

TABLE 7

SOURCE OF KNOWING ABOUT THE PROGRAM (N=517)

	(N=136) NEWS ARTICLE	(N=147) NEWS AD	(N=108) COURSE NEWS COMP.	(N=97) COURSE TV PROG.	(N=83) ETV AD	(N=81) FAMILY OR FRIEND	(N=37) SUN BROCHURE	(N=8) ENROLLED	(N=1164) TOTAL SAMPLE
SEX:	N=136	N=147	N=108	N=97	N=83	N=81	N=37	N=8	N=1164
Male	44%	49%	35%	35%	54%	47%	57%	25%	47%
Female	56%	51%	65%	65%	46%	53%	43%	75%	53%
AGE:	N=136	N=147	N=108	N=96	N=83	N=81	N=37	N=8	N=1163
18-24	15%	16%	10%.	16%	17%	20%	22%	25%	19%
25-44	42%	43%	41%	48%	48%	31%	27%	63%	36%
45-64	31%	34%	36%	25%	24%	36%	35%	12%	28%
65/Over	12%	7%	13%	11%	11%	12%	16%	0%	17%
INCOME:	N=134	N=146	N=105	N=95	N=82	N=79	N=34	N=7	N=1123
Under $7,000	13%	10%	13%	12%	15%	13%	12%	0%	23%
$7,000-15,000	45%	50%	44%	48%	49%	43%	53%	43%	47%
Over $15,000	42%	40%	43%	40%	37%	44%	35%	57%	30%
RESIDENCE:	N=134	N=147	N=108	N=95	N=82	N=80	N=37	N=8	N=1160
Rural	20%	14%	18%	35%	23%	15%	22%	25%	22%
Urban	80%	86%	82%	65%	77%	85%	78%	75%	78%
EDUCATION:	N=133	N=145	N=108	N=97	N=82	N=81	N=37	N=8	N=1157
Less than H.S.	7%	12%	8%	11%	10%	15%	11%	0%	18%
H.S. Graduate	23%	33%	37%	33%	34%	25%	32%	25%	35%
1-4 yrs. coll.	40%	31%	32%	34%	39%	36%	32%	38%	30%
4-yr. Coll. Degree	13%	12%	11%	5%	9%	19%	5	12%	9%
Grad. Study/ Degree	17%	12%	11%	17%	8%	5%	19%	25%	7%

Description of SUN program and sources of knowledge about SUN. Table 8 shows the descriptors given for the program by those who reported familiarity with the SUN name and the sources of information about the program which they reported. The totals exceed the number of sources reported (N=798) and the number of descriptors provided (N=638) because of multiple sources reported for a given descriptor, and vice versa.

From Table 8, it can be seen that all sources of information about SUN contributed to each of the four program descriptors provided by the respondents. The row total show the percent of sources mentioned for each descriptor, and the column totals show the percent of descriptors for each source. It appears from this information that "courses for adults at home" was the primary descriptor associated with all but two sources, course television programs and ETV ads. For these two sources, the primary descriptor was "employs television programs". The remainder of the descriptors and sources tend to follow the frequency with which the descriptors were mentioned.

Familiarity with SUN programs and intention to enroll. Table 9 summarizes the information for examining the relationship between program familiarity and likelihood to enroll in a SUN course. The analysis reveals three main findings. One finding is that those who reported familiarity with the SUN program name (N=332) were more interested in the SUN program (70% expressed some interest compared to 47% of those not familiar with the SUN program name). A second finding is that those who reported familiarity with the SUN program were more likely to express a favorable enrollment intention (29% of those familiar compared to 14% of those unfamiliar) and, interestingly enough, an unfavorable enrollment intention as well (40% for those familiar compared to 31% for those unfamiliar). Although this finding appears to be internally inconsistent, it can probably be explained this way. Those who were familiar with the SUN name (most of whom revealed some degree of knowledge about the SUN program

TABLE 8

SOURCE OF KNOWING ABOUT SUN AND DESCRIPTION OF PROGRAM

SOURCE OF KNOWING ABOUT THE PROGRAM

DESCRIPTOR	(N=156) NEWS ARTICLE	(N=147) NEWS AD	(N=108) COURSE NEWS COMPONENT	(N=97) COURSE TV PROG.	(N=83) ETV AD	(N=81) FAMILY OR FRIEND	(N=17) SUN BRO-CHURE	(N=8) EN-ROLLED	TOTAL[1]
1. Courses for Adults at Home (N=186)	68(25%) (30%)	54(20%) (32%)	44(16%) (30%)	38(14%) (29%)	25(9%) (26%)	24(9%) (31%)	17(6%) (32%)	6(2%) (32%)	276(100%) (30%)
2. College Credit or Personal Enrich-ment (N=112)	46(28%) (20%)	24(14%) (14%)	19(11%) (13%)	29(17%) (22%)	19(11%) (20%)	14(8%) (18%)	10(6%) (19%)	5(13%) (26%)	166(100%) (18%)
3. Employs TV Programs(N=160)	63(25%) (28%)	43(17%) (26%)	37(15%) (25%)	41(16%) (31%)	29(12%) (30%)	20(8%) (26%)	12(5%) (23%)	4(2%) (21%)	249(100%) (27%)
4. Employs Newspaper Articles(N=95)	31(22%) (14%)	31(22%) (19%)	34(24%) (23%)	12(9%) (9%)	14(10%) (15%)	9(6%) (12%)	7(5%) (13%)	1(5%) (5%)	139(100%) (15%)
5. Negative Response (N=2)	1(25%) (0%)	1(25%) (1%)	1(25%) (1%)	1(25%) (1%)	0(0%) (0%)	0(0%) (0%)	0(0%) (0%)	0(0%) (0%)	4(100%) (0%)
6. Other (N=83)	17(20%) (8%)	14(16%) (8%)	14(16%) (9%)	12(14%) (9%)	9(10%) (9%)	11(13%) (14%)	7(8%) (13%)	3(3%) (16%)	87 (100%) (9%)
TOTALS	226	167	149	133	96	78	53	19	921(100%)

[1]The 81 "other" responses (see p. 10) have been omitted here but are included in 798 figure on p. 29.

TABLE 9

INTENTION TO ENROLL AND FAMILIARITY WITH PROGRAM

Intention to Enroll	FAMILIAR WITH SUN NAME				
	YES (N=332)			NO (N=832)	TOTAL SAMPLE (N=1164)
	Sufficient Knowledge of SUN Program (N=78)	Insufficient Knowledge of SUN Program (N=254)	Total Yes		
No Interest/ Not Asked	14%	35%	30%	53%	47%
Yes	47%	23%	29%	14%	18%
Definitely	14%	2%	5%	1%	2%
Probably	33%	20%	23%	13%	16%
No	38%	41%	40%	31%	34%
Probably Not	26%	32%	30%	19%	22%
Definitely Not	12%	9%	10%	12%	11%
Don't Know	1%	1%	1%	1%	1%

even if not "sufficient" knowledge) were more likely than those unfamiliar with SUN to be able to judge whether or not their interest would lead to enrollment. A third finding is that, among those familiar with the SUN program, the group that demonstrated sufficiency of knowledge about the SUN program (N=78) was, when compared to the group judged to have insufficient knowledge of the SUN program (N=254), more interested in the SUN program (86% to 65%), more likely to express a favorable intention to enroll in a SUN course (47% to 23%), and more likely to have a "definite" favorable enrollment intention (14% to 2%).

Overall, these three findings would seem to indicate that prior knowledge of the SUN program does indeed affect the enrollment potential, and that affect is both an increase in program interest and favorableness toward enrolling in a SUN course.

Description of SUN program and intention to enroll. Table 10 shows the relationship between alternative descriptors of the SUN program and the respondents intention to enroll. Whereas the prior analysis attempted to assess if general knowledge about the SUN program would affect enrollment potential, this analysis seeks to find out what kind of knowledge might be most influential.

It appears from examining Table 10 that enrollment intention (as well as general interest in the SUN program) is highest for those familiar with the SUN program who describe it as for "college credit or personal enrichment?" Positive intentions to enroll are comparable in terms of the other three descriptors shown.

Sources of information about SUN and intention to enroll. Table 11 presents information for examining the relationship between enrollment interests and sources named for learning about SUN. Most notably, those who learned about SUN from watching a course television program or reading the SUN brochure

TABLE 10

INTENTION TO ENROLL AND DESCRIPTION OF PROGRAM

INTENTION TO ENROLL	DESCRIPTION OF SUN PROGRAM			
	(N=186) COURSES FOR ADULTS AT HOME	(N=112) COLLEGE CREDIT OR PERSONAL ENRICHMENT	(N=160) EMPLOYS TV PROGRAMS	(N=95) EMPLOYS NEWS ARTICLES
No Interest/ Not asked	27%	14%	23%	33%
Yes	36%	45%	34%	33%
Definitely	9%	14%	9%	3%
Probably	28%	30%	26%	29%
No	35%	39%	41%	35%
Probably Not	23%	29%	33%	28%
Definitely Not	12%	10%	9%	6%
Don't Know	2%	2%	1%	0

TABLE 11

INTENTION TO ENROLL AND SOURCE OF INFORMATION ABOUT PROGRAM

INTENTION TO ENROLL	SOURCE OF INFORMATION						
	NEWS ARTICLE (N=156)	NEWS AD (N=147)	COURSE NEWS ARTICLE (N=108)	COURSE TV PROGRAM (N=97)	ETV AD (N=83)	FAMILY OR FRIEND (N=81)	SUN BROCHURE (N=37)
No Interest/ Not Asked	31%	33%	31%	22%	25%	36%	22%
Yes	28%	25%	28%	39%	27%	23%	38%
Definitely	7%	3%	5%	8%	2%	4%	5%
Probably	21%	22%	23%	31%	24%	20%	32%
No	40%	43%	41%	38%	46%	40%	38%
Probably Not	29%	32%	31%	29%	35%	27%	27%
Definitely Not	11%	11%	10%	9%	11%	12%	11%
Don't Know	1%	0%	0%	1%	2%	1%	3%

were most likely to express an interest in the SUN program and most likely to express a positive intention to enroll in a SUN course. Considering individual media used for informing people about SUN, it would appear from the data presented in Table 11 that newspapers serve, at the present time, as the principal source of information about SUN in terms of influencing course enrollment. SUN program brochures, on the other hand, while apparently having a strong relative influence on the enrollment intentions of those receiving them, exert only slight influence on overall enrollments because of the relatively low number of adults who seemingly have access to them.

The data in Table 11 must be treated with some caution because of the possibility of interactions between the different sources mentioned in multiple responses made. It should be added, however, that the patterns of responding indicate that the findings discussed above are not seriously confounded by such interactions. On the average, those asked about their sources of information on SUN give only one or two responses, and for each group responding with a particular source, the additional responses for the group were widely dispersed among the other sources. Moreover, in the case of each source grouping, the majority of the group mentioned that source first, indicating that it was the most notable one to them.

Summary of program awareness analyses. Awareness of the SUN program is proportionately greater than would be expected among persons who are 25-65 years of age, in the over $15,000 income level, and in all postsecondary education levels. The characteristics of respondents who mentioned descriptors of the SUN program followed the pattern noted above, with "courses for adults at home" and "employs television programs" being the most frequently mentioned descriptors. Those who knew about the SUN program mentioned newspapers as providing the three leading information sources. The characteristics of those who mentioned newspapers as the sources of information about the SUN program

parallel those familiar with the SUN program.

Likelihood of enrolling in a SUN course is significantly greater among those with prior knowledge of the SUN program. Although 18% of the total sample expressed a favorable intention to enroll in a SUN course, only 14% of those unfamiliar with SUN indicated such intention whereas 29% of those with prior knowledge of the SUN program expressed interest in enrolling. With respect to those who indicated they had prior knowledge of the SUN program, 23% of those with "insufficient" knowledge and 47% of those with "sufficient" knowledge expressed interest in enrolling in a SUN course. A "definite" enrollment intention was expressed by 14% of those with sufficient knowledge of the program, compared with 2% of those having "insufficient" knowledge and only 1% of those unfamiliar with the SUN name.

Those familiar with SUN who described the SUN program as for "college credit or personal enrichment" and those who heard about the program through a course television program or SUN brochure were most likely to express a favorable enrollment intention.

NONENROLLED LEARNERS

The two main analyses conducted for those who reported watching SUN course television programs and/or reading SUN course newspaper articles (without enrolling) were: 1) an analysis of the characteristics of nonenrolled learners compared to the total sample; and 2) an analysis of likelihood to enroll in some future SUN course.

Nonenrolled learner characteristics. Adults in the sample who reported watching the course television programs and/or reading the course newspaper articles appear to be distinguishable from the total sample in several characteristics. A larger proportion than in the total sample were females, in the 25-44 age group, in the over $15,000 income level, and in the more than high

school graduate education levels. A smaller proportion than in the total sample were 65 years of age or older, in the under $7,000 income level, and in the high school graduate or less education levels. Table 12 presents a summary of these characteristics by categories of nonenrolled learners.

Nonenrolled learners and intention to enroll in a SUN course. Is it more likely that adults who watched SUN course television programs and/or read SUN course newspaper articles would enroll in a future SUN course than the total sample? The answer to this question is definitely "yes". Table 13 presents the percentages of enrollment possibilities for each of the three categories of nonenrolled learners.

Whereas 48% of the total sample said they had no interest in SUN, only 7% of those who had both watched SUN television programs and read SUN newspaper articles were not interested. The comparable figures for television program watchers and newspaper article readers were 16% and 19%, respectively.

For those respondents interested in the SUN program, 18% of the total sample said they would be favorable toward course enrollment. Within the nonenrolled learner categories, 47% of the television program watchers and 38% of the newspaper article readers were favorable toward course enrollment. When considering only those who both watched television programs and read newspaper articles, 53% said they would either "definitely" (12%) or "probably" (41%) enroll in a future SUN course.

INTENTION TO ENROLL

Early parts of this section of the report have already reported analyses dealing with intention to enroll in a SUN course. Analyses were presented for program awareness and nonenrolled learners in relation to enrollment intentions. Here, intention to enroll in a SUN course will be analyzed with respect to (a) the characteristics of the sample and (b) the characteristics of actual

TABLE 12

CHARACTERISTICS OF NONENROLLED ADULT LEARNERS

	TOTAL SAMPLE	CATEGORY OF NONENROLLED LEARNER				
		WATCHED SUN TV PROGRAMS		READ SUN NEWS ARTICLES		BOTH WATCHED TV AND READ ARTICLES
		YES	NO	YES	NO	
	N=1164	N=140	N=1024	N=189	N=975	N=73
SEX:						
Male	546(47%)	62(44%)	484(47%)	81(43%)	465(48%)	27(37%)
Female	618(53%)	78(56%)	540(53%)	108(57%)	510(52%)	46(63%)
AGE:	N=1163	N=139	N=1024	N=188	N=975	N=72
18-24	226(19%)	25(18%)	201(20%)	35(19%)	191(20%)	9(13%)
25-44	420(36%)	60(43%)	360(35%)	81(43%)	339(35%)	35(49%)
45-64	321(28%)	39(28%)	282(28%)	54(29%)	267(27%)	17(24%)
65/Over	196(17%)	15(11%)	181(18%)	18(10%)	178(18%)	11(15%)
INCOME:	(N=1123) or 96.5%	N=138	N=985	N=186	N=937	N=73
Under $7,000	257(23%)	14(10%)	243(25%)	20(11%)	237(25%)	8(11%)
$7,000-$15,000	533(47%)	68(49%)	465(47%)	86(46%)	447(48%)	34(47%)
Over $15,000	333(30%)	56(41%)	277(28%)	80(43%)	253(27%)	31(42%)
RESIDENCE:	N=1160	N=139	N=1021	N=187	N=973	N=72
Rural	260(22%)	35(25%)	225(22%)	37(20%)	223(23%)	14(19%)
Urban	900(78%)	104(75%)	796(78%)	150(80%)	750(77%)	58(81%)
EDUCATION:	N=1157	N=140	N=1017	N=188	N=969	N=73
Less Than H.S.	212(18%)	7(5%)	205(20%)	4(2%)	208(21%)	1(1%)
H.S. Grad.	403(35%)	43(31%)	360(35%)	47(25%)	356(37%)	19(26%)
1-4 Yrs. Coll.	352(30%)	53(38%)	299(29%)	76(40%)	276(28%)	31 (42%)
4-yr. Coll. Grad.	106(9%)	19(14%)	87 (8%)	27(14%)	79(8%)	9(12%)
Grad Study/ or Degree	84(7%)	18(13%)	66(6%)	34(18%)	50(5%)	13(18%)

TABLE 13

INTENTION TO ENROLL OF NONENROLLED LEARNERS

INTENTION TO ENROLL	CATEGORY OF NONENROLLED LEARNER (N=140) WATCHED COURSE TELEVISION PROGRAMS	(N=189) READ COURSE NEWS ARTICLES	(N=73) WATCHED TV AND READ COURSE NEWS ARTICLES	TOTAL SAMPLE (N=1164)
Not Interested/ Not asked	16%	19%	7%	47%
Yes	47%	38%	53%	18%
Definitely	11%	6%	12%	2%
Probably	36%	32%	41%	16%
No	36%	42%	38%	34%
Probably Not	28%	30%	32%	22%
Definitely Not	9%	13%	7%	11%
Don't Know	1%	2%	1%	1%

enrolled learners in the SUN program and the state adult population.

Intention to enroll and characteristics of respondents. Table 14 portrays the percentages of respondents who expressed some interest in the SUN program according to their characteristics and enrollment intention. Also shown are the overall characteristic percentages for the "interested" subsample and the total sample. From these analyses, it appears that relative to the sample as a whole, adults likely to enroll in SUN tend to be: female, in the 18-44 age groups; in the $7,000-$15,000 income level; and, in the 1-4 years of college education level. Less likely to be included in this group are: males: those 45 and over; persons in the under $7,000 income level; and those having a high school education or less.

Comparison of potential SUN enrollees, actual SUN enrollees, and the State adult population. As a final set of analyses, the characteristics of adults who reported a favorable intention to enroll in a future SUN course were compared with the actual enrollees in SUN courses and with the state adult population. Table 15 presents a summary of these analyses. From this table, a number of observations can be made:

1. Whereas nearly one half of the state adult population is male, only about one-fourth of the actual adult enrollees in SUN courses are male. Although the proportion of males likely to enroll in some future SUN course is an increase over the proportion of males actually enrolled in SUN course, the portion of males would continue to be considerably less than in the state population. Clearly, more females are attracted to the prospects of enrolling in a SUN course.
2. The proportion of adults who have enrolled in the SUN program and are 25-64 years of age is significantly greater than in the state adult population. Conversely, the 18-24 age group and

TABLE 14

CHARACTERISTICS OF INTERESTED ADULTS AND INTENTION TO ENROLL IN SUN COURSE

CHARACTERISTICS		ENROLLMENT INTENTION (N=555)						
		YES (N=210)			NO (N=336)			Don't Know
		Definitely (N=24)	Probably (N=186)	Total Yes	Probably (N=254)	Definitely (N=82)	Total No	(N=19)
SEX:								
Male	46 (47)[1]	1 (33)[2]	13 (39)	15 (39)	23 (50)	7 (50)	30 (50)	1 (44)
Female	54 (53)	3 (67)	20 (61)	23 (61)	23 (50)	7 (50)	30 (50)	1 (56)
AGE:								
18-24	27 (19)	1 (13)	9 (27)	10 (26)	14 (30)	3 (20)	17 (27)	0 (22)
25-44	43 (36)	2 (54)	17 (51)	19 (51)	20 (43)	3 (23)	23 (38)	1 (44)
45-64	23 (28)	1 (29)	6 (18)	7 (20)	10 (23)	5 (33)	15 (25)	0 (22)
65/Over	7 (17)	0 (4)	1 (3)	1 (3)	2 (4)	3 (23)	5 (9)	0 (11)
INCOME:								
Under $7,000	14 (23)	0 (9)	5 (15)	6 (14)	6 (13)	2 (15)	8 (13)	0 (22)
$7,000-$15,000	54 (47)	1 (30)	20 (59)	21 (56)	24 (51)	8 (59)	32 (53)	1 (44)
Over $15,000	32 (30)	2 (61)	9 (26)	12 (30)	17 (36)	3 (26)	20 (34)	1 (33)
RESIDENCE:								
Rural	23 (22)	1 (13)	9 (26)	9 (24)	10 (22)	3 (24)	14 (27)	0 (22)
Urban	77 (78)	3 (87)	25 (74)	29 (76)	36 (78)	11 (76)	47 (78)	1 (78)
EDUCATION LEVEL:								
Less Than H.S.	10 (18)	0 (0)	3 (9)	3 (8)	4 (8)	3 (20)	7 (11)	0 (11)
H.S. Graduate	31 (35)	1 (21)	11 (32)	12 (31)	13 (29)	5 (36)	18 (31)	1 (33)
1-4 yrs. Coll.	39 (31)	2 (42)	14 (41)	16 (41)	20 (43)	4 (25)	23 (39)	1 (33)
4-Yr. Coll. Grad.	11 (9)	1 (17)	3 (10)	4 (10)	5 (12)	1 (9)	7 (11)	0 (11)
Grad. Study or Degree	9 (7)	1 (21)	3 (8)	4 (10)	4 (9)	1 (10)	5 (9)	0 (11)

[1] First number is row percentage (N-555); second number (in parentheses) is total sample percentage (N=1164).

[2] First number is row percentage; second number (in parentheses) is cell percentage.

TABLE 15

COMPARISON OF "POTENTIAL" SUN ENROLLEE CHARACTERISTICS WITH ACTUAL SUN ENROLLEES AND STATE ADULT POPULATION

	SUN POTENTIAL[1] ENROLLEES	SUN ACTUAL[2] ENROLLEES	NEBRASKA ADULT POP.[3]
SEX:			
Male	39%	24%	48%
Female	61%	76%	52%
AGE:			
18-24	26%	10%	20%
25-44	51%	52%	35%
45-64	20%	30%	18%
65/Over	3%	8%	17%
INCOME:			
Under $7,000	14%	25%	23%
$7,000-$15,000	56%	42%	47%
Over $15,000	30%	33%	30%
RESIDENCE*:			
Rural	24%	35%	22%
Urban	76%	65%	78%
EDUCATION*:			
Less than H.S.	8%	4%	18%
H.S. Graduate	31%	32%	35%
1-4 Yrs. College	41%	36%	31%
4-Year Coll. Grad.	10%	15%	9%
Grad. Study/ Grad. Degree	10%	12%	7%

*Population estimates based on total sample.

[1]Based on data from 1,164 respondents to a representative statewide survey of Nebraska adults. To the question "Do you think that your interest in SUN would result in your future enrollment in a SUN course?", 2% responded "Yes, definitely" and 16% responded "Yes, probably"; a total of 18% potential enrollees.

[2]Based on data volunteered by adults who actually enrolled in SUN courses between Fall 1974 and Spring 1976. The number of responses to each item vary as follows: Sex (N=2,447); Age (N=2,399); Income (N=1,357); Residence (N=1,546); Education (N=1,553). While the number of enrollees completing the sex and age items represent a high proportion of the total enrollees, the income, residence and education items may be considerably biased. Interpretations of this data, therefore, should be cautious with respect to generalization.

[3]Based on estimates of the 1975 Nebraska adult population by the Nebraska State Office of Planning and Programming, medium series population projections (for sex and age) and by the sample characteristics of the SRI study (for income, residence and education).

the 65 and over age group are underrepresented among actual course enrollees. This trend, as it pertains to those 25-44 and those over 65, continues with those adults who report a likelihood of enrolling in future SUN courses. Potential enrollees 18-24, however, are overrepresented relative to the state population, and those 45-64 make up comparable percentages in these two groups.

3. While the actual enrollees in SUN courses parallel the state adult population in estimated proportions for each of the three income levels (see footnotes for Table 15), a greater proportion of the likely enrollees in future SUN courses would come from the middle income level rather than from the lower.

4. About two out of three actual enrollees in the SUN program come from an urban area, defined as a population center of 2,000 or more. In the state population, slightly more than three out of four persons live in an urban area so defined. The "potential" enrollees in the SUN program parallel the state adult population in the proportions living in urban and rural areas.

5. According to Table 15, 53% of the state adult population does not have more than a high school education and about 7% have some graduate study or a graduate degree. The portion of actual enrollees in SUN courses who have a high school education or less is 36% while 12% have graduate study or degree. The proportion of "potential" SUN enrollees at each end of the education spectrum falls in between the state population and the actual enrollees. Clearly, adults who have some college education or a college degree are over represented in relation to the state

population among both actual and intended enrollees in SUN courses.

CONCLUSIONS AND IMPLICATIONS

The purpose of this section is to draw conclusions from the findings which have been presented and analyzed, and to suggest implications from the findings. First, the major findings outlined in the previous sections will be projected to the state adult population based on the rationale that the sample collected for the survey is representative of the state adult population.[4] Then, additional tentative conclusions from the findings will be drawn. Finally, implications for UMA/SUN stemming from these projections and tentative conclusions will be discussed.

PROGRAM AWARENESS

How many adults in the state can identify the SUN name? Based on findings of this study, 27% of the adults in the sample were familiar with the SUN name.[5] This means that with a state adult population of 1,056,868, at least 265,000 adults (25% or more) can recognize the SUN name. Conversely, about 790,000 adults would not recognize the SUN name, or would not be sure of its meaning.

With respect to those adults in the state who <u>can</u> recognize the SUN name, how would they describe the program? At least 14% (or about 150,000) of Nebraska adults would describe the SUN program in their own words as "courses for adults at home." Twelve percent or more (or over 125,000) would describe SUN as "employs television programs." At least 8% (or over 85,000) would describe

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[4]The inferences made in this section as to population numbers of adults corresponding to sample findings are based on accepted statistical procedures regarding the estimation of very large population proportions from large sample sizes. In the case of each population estimate made, the number indicated represents the lower limit of a .95 confidence interval for the population proportion.

[5]In the study, 28% indicated recognition of the SUN name, but about 1% could not provide any descriptor of the program when asked or provided a descriptor indicating they were confusing SUN with some other entity.

SUN as "college credit or personal enrichment." Finally, 7% or more (over 70,000) would describe it as "employs newspaper articles."

How many adults in the state can, on their own, describe three main characteristics of the SUN program? Six percent or more (over 58,000) would be able to describe the SUN program as "courses for adults at home", "employs television programs", and "can be taken for college credit or personal enrichment."

Can adults who cannot readily identify the SUN name, or who cannot sufficiently describe it, identify the SUN program when read a description of it? The results of the study, show that 38% or more of state adults (or about 375,000) would report familiarity with the SUN program based on a description of it that is read to them.

How did those adults in the state who are familiar with the SUN program learn about it? At least 45% of the total population (7% who are judged to have sufficient knowledge and 38% who can identify the program from a description) or 445,000 or more adults are familiar with the SUN program. Of these adults, the following would be identified as knowledge sources:

Source	% of Total Population	N (rounded to nearest 5,000)
News Article	12	125,000
News Advertisement	11	115,000
SUN course News Article	8	85,000
SUN Course Television Program	7	75,000
ETV Advertisement	6	60,000
Family or friend	6	60,000
SUN brochure	2	25,000

What further tentative conclusions can be drawn from the "Program Awareness" findings?

- Familiarity with the SUN program appears to be distinctly related to age, income and education level. Adults 25-44 are more apt to be familiar with it than those under 25 and over 65. Those earning lower incomes and

those not having college are also less familiar than those earning higher incomes and having postsecondary education.

- Regarding sources for knowledge about SUN, females are more likely than males to learn about SUN from both course newspaper and television programs. Rural adults are more apt than urban dwellers to learn of SUN from course TV programs while the reverse is true with respect to newspaper advertisements.

- Both interest in the SUN program and stated intentions to enroll in SUN courses are directly correlated with degree of familiarity with SUN.

- Those adults familiar with SUN who tend to describe the SUN program as for "college credit or personal enrichment" are more inclined to express interest in the program and to indicate intention to enroll than those who tend to describe it in terms of other characteristics.

- Adults who have learned about SUN from watching SUN TV courses or reading the SUN brochure are more interested in the program and more likely to indicate intention to enroll than adults who learned of SUN from other sources.

What implications for SUN and UMA are to be drawn from these inferences and tentative conclusions regarding SUN program awareness? The following seem to be relevant.

1. While some satisfaction can be gained from the fact that over a quarter of a million Nebraskan adults recognize the SUN name and that perhaps up to a half million are in fact familiar with the program to one degree or another. Note must be taken (particularly in the light of smaller than expected enrollments and the fact that enrollments seem to be correlated with degree of familiarity) that at least half of the adults in Nebraska know nothing about the SUN program, and nearly 95% of the state adults could not give what might be considered an adequate description of SUN. Clearly, the need for continuing effort to inform adults across the state about SUN persists.

2. The implications of the findings regarding sources of information

about SUN are not clear. Obviously, newspaper sources (in various forms) serve as a primary source to the greatest number of adults while the SUN brochure is at the other end of the source spectrum. These results may, however, be simply a function of the relative coverage of the various sources. What the findings of this study imply is that a critical analysis of the use to date of various information sources (including costs, coverage, etc.) should be made in relation to these findings. Only then can clearer implications be drawn as to future sources of information about SUN.

3. Regarding the characteristics of those adults who are familiar with SUN, once again the implications are not clear, although the findings are. Middle age-range college educated adults who are doing reasonably well financially tend to predominate among those familiar with SUN. While these findings may be a function of the ways SUN is publicized throughout the state, it is more likely that this segment of the state population is simply more inclined to be aware of and to respond to opportunities for personal enrichment or self-improvement. The implication of this for UMA/SUN would seem to be in this vein: Is the segment of the state adult population that is aware of and attracted to SUN the audience SUN wishes to (or is mandated to) serve? If not, what must be done to increase awareness of SUN within the audiences identified as more in line with SUN's purpose?

NONENROLLED LEARNERS

In Nebraska, how many adults have watched one or more 30-minute SUN course television programs? The findings of the survey show that about 12% of the sample indicated they had watched one or more SUN TV programs. As indicated earlier (p. 14), however, only slightly over 9% could clearly identify the SUN course(s) involved, thus only this percentage will be considered as representing the state-wide SUN course TV program viewers. It may be concluded from this that at least 85,000 Nebraskan adults have viewed one or more SUN TV programs. These state-wide viewers can then be apportioned into groups generally corresponding to the sample groups divided according to number of programs reported seen.

Number of 30-Minute Programs Reported Seen	Estimated No. of State-wide Viewers (to the nearest 1,000)
1-5	60,000
6-10	15,000
More than 10	10,000

How many state-wide adults have read one or more SUN course newspaper articles? The survey findings show that about 16% of the sample adults indicated they had read one or more SUN course newspaper articles. Only slightly less than 14% could identify the SUN course(s) involved, however, and it is this lower percentage that will be regarded as representing SUN article state-wide adult readership. It may thus be inferred that across the state of Nebraska at least 125,000 adults have read one or more SUN course newspaper articles. Again, this figure may be apportioned into groups according to the estimated number of articles read using the sample group apportionment as a guide.

Number of Newspaper Articles Reported Read	Estimated No. of State-wide Readers (to the nearest 1,000)
1-5	79,000
6-10	25,000
More than 10	21,000

What is the estimated viewing and reading state-wide adult audience for each SUN course which has been offered? The following figures are based upon the survey findings reported in the first section. Only those courses are included for which a reasonably accurate estimation can be made.

	TV Viewers		Newspaper Readers	
Course	% of Sample	Est. Minimum No. (to nearest 1,000)	% of Sample	Est. Minimum No. (to nearest 1,000)
Freehand Sketching	2.8	21,000	1.9	13,000
Accounting (I & II)	2.3	17,000	3.7	30,000
Introductory Psychology	1.8	12,000	3.8	30,000
Nebraska History	NO TELEVISION		1.2	7,000

How does the size of the nonenrolled learner audience compare to the enrolled learner audience? In absolute numbers of enrolled and nonenrolled learners to date, the nonenrolled learner audience is many times greater (2,500 to at least 150,000).[6] The problem with this observation is that comparability is lacking in terms of the amount and kind of instructional experience gained. A detailed analysis of the quantitative and qualitative instructional differences obtained by enrolled and nonenrolled learners cannot be undertaken in this report. All that will be done here is to make an estimate of total SUN course TV program viewing and newspaper article reading by state-wide adults.

Table 16 presents the descriptive data for estimating the total SUN course TV programs watched and newspaper articles read for the state adult population. For the total survey sample, 797 course TV programs were reported watched and 1,583 course newspaper articles were reported read. However, as presented in

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[6]The size of the nonenrolled learner audience is based on the percentages of TV watchers only, newspaper readers only, and TV watchers and newspaper readers reported in Table 13 adjusted to exclude those in both audiences who could not clearly identify SUN course(s) involved.

TABLE 16

FREQUENCY COUNTS FOR TV PROGRAMS WATCHED AND NEWSPAPER ARTICLES READ BY NONENROLLED LEARNERS

	(N=140) # OF 30-MIN TV PROGRAMS WATCHED	TOTAL PROGRAMS	(N=189) # OF COURSE NEWSPAPER ARTICLES READ	TOTAL ARTICLES
1.	28	28	25	25
2.	28	56	38	76
3.	27	81	27	81
4.	11	44	19	76
5.	5	25	11	55
6.	11	66	21	126
7.	1	7	4	28
8.	6	48	4	32
9.	0	0	0	0
10.	6	60	9	90
12.	5	60	9	108
15.	2	30	6	90
20.	5	100	2	40
25.	0	0	1	25
30.	2	60	3	90
32.	1	32	0	0
40.	1	40	3	120
52.	0	0	2	104
60.	1	60	1	60
62.	0	0	1	62
98.	0	0	2	196
99.	0	0	1	99
0.	1024	0	975	0
	1164	797	1164	1,583

Table 4, these figures need to be adjusted to reflect TV programs and newspaper articles mentioned which could not, with reasonable certainty, be attached to a SUN course. Therefore, the total TV programs will be reduced by 21% (140 viewers less 30). Similarly, the total newspaper articles read will be reduced by 16% (189 readers less 31). The adjusted totals, therefore, are 626 television programs reported watched and 1,323 newspaper articles reported read. Recalling that these figures apply to the total sample of 1,164 the projected total course television programs that would be reported watched by the state adult population of 1,056,868 would be at least 500,000 and the total newspaper articles that would be reported read would be at least one million. Each television program is 30 minutes long and it may be reasonably approximated that each newspaper article would involve on the average 15 minutes of reading time. It may, therefore, be estimated that there have been at least a quarter of a million hours devoted in each case to watching SUN TV programs and to reading SUN course newspaper articles by adults across the State of Nebraska. Two caveats that must be borne in mind in the interpretation of these estimates are that they are based on self reports by the sample adults and that they are estimates by respondents from a previous two-year period.

What additional tentative conclusions can be drawn from the findings regarding "Nonenrolled Learners"?

- A comparison of the characteristics of the sample SUN course TV program viewers and newspaper article readers with characteristics of the adult population of the state reveals only two notable differences. Both viewer and reader groups included a higher percentage of those earning over $15,000 and a higher percentage of persons having postsecondary education. It may, therefore, be concluded that SUN course TV programs and newspaper articles are attended to by an audience proportionally higher socioeconomically and educationally than the state-wide adult population as a whole.

- A very high correlation exists between nonenrolled SUN learners (viewers and readers) in the sample and declared intentions of sample adults to consider enrollment in SUN courses. This correlation is understandably very high with

respect to the overall sample (and therefore the state-wide population) as a whole, but it is also very high with respect to the group of sample respondents who expressed a positive interest in SUN. Moreover, the correlation is most high with respect to those adults who had both viewed SUN TV programs and read course newspaper articles. It may be concluded from this that the segment of the state-wide adult population most likely to give serious consideration to enrollment in SUN courses are those persons already watching SUN course TV programs and/or reading SUN course newspaper articles.

What are the implications for UMA/SUN from these findings?

1. Sheer numbers of state-wide adults attending to SUN course mass media materials and of TV programs viewed and newspaper articles read indicate clearly that there is a vast audience of "nonenrolled SUN learners" across the state. At this point, however, it is extremely difficult to interpret the meaning or importance of these data relating to nonenrolled learners as defined in this study. What seems to be needed is the determination of a more meaningful operational definition of what is meant by a "nonenrolled learner" (i.e., rather than defining a nonenrolled learner as one who has seen one or more programs or read one or more articles). Perhaps, for example, a nonenrolled learner might be thought of as one who has watched all or most TV programs (or read all or most newspaper articles) for a particular course and has reasonably well attained--according to his or her own criteria--one or more objectives from the course. Once such a definition can be established and accepted, data can be gathered in order to determine reliably the number of adults in the state who are, according to this definition, nonenrolled learners in the SUN program.

2. In view of the high correlation existing between the watching

of SUN TV programs and/or the reading of SUN course newspaper articles and declared intentions of sample adults to consider enrollment in SUN courses, consideration should perhaps be given to additional measures designed to encourage and aid the actual enrollment of viewers and readers. For example, the offer to viewers of television program viewing notes for a course during each program would, in terms of those responding, provide further contact opportunity with viewers by which they might be encouraged to consider enrollment in that course or others.

3. Similar to the tentative conclusions regarding the characteristics of those state adults familiar with SUN is the conclusion that SUN "nonenrolled learners" come from a relatively high socioeconomic segment of the population. UMA/SUN must, therefore, contend with the fact that the SUN program is, in fact, being used informally by adults who, in large part, are already highly educated and economically secure relative to the population at large.

INTENTION TO ENROLL

How many adults in the state can be considered as positively interested in the SUN program? The survey results indicated that nearly 48% of the sampled adults expressed some degree of interest in SUN and almost 6% expressed a high degree of interest. Projecting these findings to the state adult population, it can be inferred that if all adults in the state were aware or were made aware of the SUN program and if they were then asked their degree of interest in the program, at least 450,000 adults would indicate some interest in the program and 50,000 or more would indicate that they had a high degree

of interest in it.

In the survey, those adults who expressed any positive interest in SUN were asked about their enrollment intentions. Thirty-eight percent of the interested adults (10% of the entire sample) indicated a positive intention to enroll at some time. Of these, 4% (2% of the total sample) indicated a "definite" intention to enroll. Projecting these findings to the statewide adult population (and again assuming that all adults had a reasonable degree of knowledge about SUN), those who by their own testimony could be considered potential enrollees would number at least 170,000. And those who would indicate a definite intention to enroll would number at least 15,000. It must be remembered, however, that perhaps 50% or more of the state adults are not familiar with SUN (according to the survey findings). Therefore, these numbers of potential enrollees must, in reality, be halved at the outset. In addition, the "self-report" nature of the enrollment intention must be taken into consideration when interpreting the findings.

What other tentative conclusions can be made from the findings regarding "Intentions to Enroll?"

- Regarding the characteristics of those who would indicate positive intentions to enroll in SUN courses, a greater proportion (than in the state adult population) could be expected to be females, those 25-44, persons in mid-income brackets, and persons with college experience but no college degree.

- It can be expected that those who would declare an intention to enroll in SUN would differ in the following ways from those who have actually enrolled in SUN courses. There would be fewer females in the potential enrollee group. This group would include more persons under 25 and fewer over 45. There would be less persons with low income and more with middle income. Finally, more urban dwellers would be included among the potential enrollees.

What implications for UMA/SUN are to be drawn form these projections and tentative conclusions?

1. Even taking into account the probable inflation affect of self-report data on the positive interest and enrollment intention responses from the sample adults, it is still very clear that there is a considerable degree of interest in the SUN program among Nebraskans familiar with SUN. Moreover, this interest leads a not insignificant number of Nebraskans to consider the possibility of enrolling in SUN. A major key to the problem of how to increase SUN enrollments (or at the very least, for increasing consideration for enrolling) would seem to be the expansion of efforts to inform more adults across the state about the SUN program and the opportunities it presents for all adults.
2. Inasmuch as the potential enrollees across the state are predominantly women (and the actual SUN enrollees even more so), it may behoove UMA and SUN to give proportionally weighted consideration to the development, acquisition and delivery of courses selected so as to meet the specific identified or projected needs of women in the state. In that the potential enrollee audience is also proportionally overrepresented by those with college experience but no degree, one specific need that may be present (with males as well as females) is that for academic courses to assist in completing degree requirements.
3. Some thought by UMA/SUN should be given to the differences between potential and actual enrollees as revealed through

this study. Why do fewer men enroll than even the relatively low proportion existing with the potential enrollee group? Why do the potential enrollees tend to be considerably younger? Why do actual enrollees have proportionally lower income than potential enrollees? And why do proportionally more urban dwellers indicate intentions to enroll than actually enroll?

EPILOGUE

Data from this present study as presented and analyzed above (and as supported by data from prior market surveys) appear to indicate that the potential SUN course enrollment population in Nebraska is many times larger than the actual SUN enrollment population to date. The question that precipitated this survey, then, persists: Why have the actual enrollments in the SUN program fallen far short of conservative projections? The following are some possible explanations for this discrepancy. Except where specifically indicated, these suggestions are based on considerations outside the purview of this study (see, for example, Walsh, 1975, and Williamson, 1975).

1. As revealed in this study, large segments of the adult population are not yet aware of the SUN program or do not have sufficient information to enroll in a SUN course. The survey findings reveal perhaps half of the Nebraska adult population or more have no familiarity with SUN and that only a very small percentage have a detailed knowledge of the programs. It is clear from the findings presented that familiarity with the SUN program and intention to enroll are highly correlated.
2. With respect to the declarations of interest and enrollment intentions by the sampled adults in this survey (as well as by those in other SUN market surveys), it must be recognized that there will be "many a slip twixt the cup and the lip." Without questioning the honesty or sincerity of the respondents in terms of their declared interest or intention to enroll it must be assumed that many unseen or unperceived roadblocks may stand between the sincere intention to enroll and the actual registration and payment of enrollment fees.

In any ensuing market surveys it would be advisable to devise a reliable means for obtaining more conservative responses regarding enrollment probabilities. This might include providing an enrollment cost estimation, a description of typical time and effort outlay required for a course, a listing of the only courses that would be available in the foreseeable future, and the like. In connection with what has just been said and with the following suggestion, it is one thing to make an abstract statement about enrolling in a (seemingly) limitless number of courses, but it is quite another to select one desired course from a very limited offering. Interest in SUN and interest in any of SUN'S limited offerings are two very different things.

3. SUN has a very limited number of courses presently available for offering. To reach a larger segment of the adult population in the state, SUN must offer more courses and ones which are relevant to the interests and needs of various sectors of the adult population. One of the important problems will be not only to offer more courses, but to select ones which are likely to be addressed to the real interests and needs of the adult population. While the SUN delivery systems appears to be capable of attracting interest in the SUN program, it must offer courses valued by adults.
4. Tuition and materials costs may discourage or prohibit course enrollment for many. While a larger than expected proportion of likely enrollees would come from the higher income groups, it is still important to consider the optimum price of tuition and materials for enrollees. A study undertaken by the University of Nebraska -

Lincoln Extension Division indicated that when the costs of tuition and materials exceed $20-30, course enrollments can be expected to drop significantly. Consideration should be given to alternative fee options designed to increase enrollments. The 'Purdue Plan' might be employed by SUN, for example, and limited fees could be charged for some course materials and for the privilege of being recognized as a course enrollee. An additional fee could then be charged for those who desire credit toward a degree.

5. Adults who eventually want to obtain a degree are not at the present time able to do so through the SUN program. If SUN were an external degree program it could be anticipated that additional enrollments would result. Although the majority of adult learners are not particularly interested in credit or degrees per se, a small but persistent segment is.

6. Many adults may be obtaining what they need to meet their interests in a course merely through watching SUN television programs and/or reading SUN newspaper articles. However, it seems clear from the findings in this study that nonenrolled learners are more likely to consider enrolling in a future SUN course. One step towards assisting this enrollment would be to identify these nonenrolled learners and to provide them with information and other assistance to enroll in SUN courses. The nonenrolled learners make up a special audience which could be surveyed for the particular interests in taking courses which might be provided by SUN.

7. Not enough time has yet passed for SUN to reach its full enrollment potential. If SUN is viewed as an innovation in adult and continuing education, then it may follow a pattern of adoption similar to other innovations. The primary means used by SUN to provide information about the SUN program has been through the news media. Perhaps

SUN to date has reached primarily the "early adopters" whose motivation can be tapped through the news media. The "middle" or "late" adopters may require more personal forms of contact and communication/ counseling. If this is so, an important role for learning center staff will be personal visits to communities around the state in order to establish community-bond links for the SUN program. In this manner, SUN would become an educational resource viewed by community representatives as enhancing the opportunities available to adults.

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ATTACHMENT A

TELEPHONE INTERVIEW PROTOCOL FOR THE STATEWIDE SURVEY

(1-5) I.D. Phone #_____

____ (6) Sex: 1 Male 2 Female

____ (7) Age: 1 18-24 2 25-44 3 45-64 4 65/Over

____ (8) Family Income: 1 Under $7,000 2 $7,000-$15,000 3 Over $15,000

____ (9) County of Residence:_____

____ (10)

____ (11) Location of Residence: 1 Rural 2 Urban

____ (12) Education Level: 1 Less than H.S. Grad. 2 H.S. Grad. 3 Less than two years college 4 Two-year college degree 5 two to four years college 6 Four-year college degree 7 Some graduate or professional study 8 Graduate or professional degree 9 Other _____

No data in Column. 13-16

____ (17) 1. Are you familiar with the SUN program of the University of Nebraska? (N=1158)

1. Yes
2. No -Skip 1A
3. (Not Sure/Undecided) -Skip 1A

1A. Very briefly, would you tell me what you know about the SUN program (open ended) (probe) (record multiple responses)

____ (18) *1. Courses for adults at home
____ (19) *2. College credit or personal enrichment
____ (20) *3. Employs television programs
____ (21) 4. Employs newspaper articles
____ (22) 5. Response includes negative connotations about SUN
6. Other:_____

_____

1B.

____ (23) Interview Summary (Check * - all 3)

1. Sufficient - Skip 1B
2. Not Sufficient

Attachment A
Page -2-

____ (24) 1C. The SUN program makes home study courses both for college credit and personal enrichment available to adults through use of educational television broadcasts, newspaper articles, and other instructional materials mailed to learners. Is this program as I have described it one you are familiar with?

1. Yes
2. No-Skip #2, #3, and #4

____ (25) 2. How did you learn about the SUN program? (open ended) (probe)
____ (26) (record multiple responses)
____ (27)

1. Saw SUN TV program(s)
2. Saw advertisement on ETV
3. Read course newspaper article(s)
4. Read advertisement in newspaper
5. Read news article in newspaper or magazine
6. Read SUN program brochure
7. Heard about SUN from family or friend
8. Enrollment in SUN course (check if mentioned elsewhere in interview) - Skip #3 and #4
9. Other_____

____ (28) 3. How many 30-minute SUN television programs have you seen?
____ (29) (record number)

For which courses? (list)

____ (30) 4. How many SUN course newspaper articles have you read?
____ (31) (record number)

For which courses? (list)

____ (32) 5A. From what you now know about the SUN program, to what extent are you interested in it? (responses read)

1. High interest
2. Moderate interest
3. Low interest
4. No interest - Skip #5B
5. (Don't Know) - Skip #5B

____ (33) 5B. Do you think that your interest in SUN would result in your future enrollment in a SUN course? (responses read)

1. Yes, definitely
2. Yes, probably
3. No, probably not
4. No, definitely not
5. (Don't Know)